

Low Cost/High quality. A national awareness campaign based on professional partnerships

Paulo Gontijo Institute– IPG

Brazil

Dr. Francisco Rotta – Medical coordinator

**Paulo Gontijo Institute
Since 2005**

Mission

To fund and promote scientific research and knowledge that leads to new understanding and treatments of the Amyotrophic Lateral Sclerosis (ALS), with the aim of getting closer to a cure and improve care and support for people living with ALS, their families and carers.

Strategic Objective

HUMANIZATION



SUPPORT OF SCIENTIFIC RESEARCH

Programs

ALL FOR ALS

PAULO GONTIJO AWARD

SCIENTIFIC EXCHANGE

CARE SERVICES

KNOWLEDGE DISSEMINATION

FUNDING

- Gontijo Family grant
- Partnerships for our administrative needs: legal, accounting, disclosure, advisory and press
- Listed at the Movement Think&Love site (www.thinkandlove.com.br), a clearinghouse of reputable NGOs that receive donations directly from the site
- Listed at the Paypal donations website <https://www.paypal-brasil.com.br/doecompaypal/>
- Spontaneous donations usually through PALS and families

The Ice Bucket Challenge

- IPG joined in partnership with ABrELA
- Fundraising through social networks, newsletters and emails
- The following campaign was released just as the IBC was reaching Brazilian general public

PRODUCTION

"Marionette" shows the impact of ALS symptoms and evolution, starring a PALS and a family member

Luciano Szafir, popular Brazilian actor, brother of a PALS
Tamara, living with ALS since 2011

Cabana Films formed a network of over thirty highly motivated volunteers

It was a technically challenging production, requiring highly skilled professionals

Writer and Director: Lisiana Kieling
Executive Producer: Klayane Abreu

XDCAM-HD and XDCAM SD-in 50Mbps

TV versions: 15 " and 30 "

Theatrical version: 2'

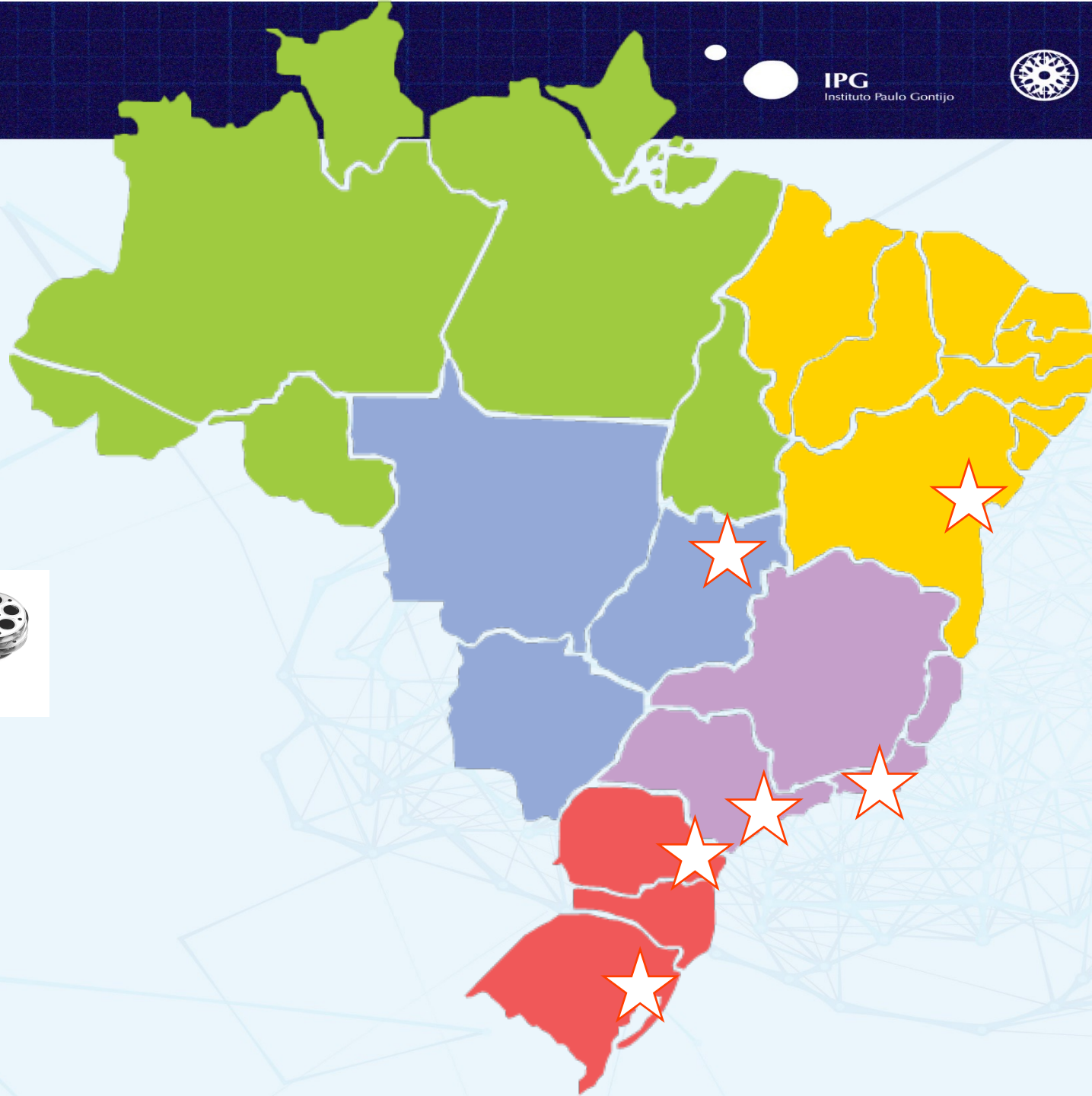
Making of version for internet



IPG 2014 Campaign:

Total budget for the Production:
US\$ 23,000

Final cost for the Paulo Gontijo Institute:
US\$ 2,500



2' Film –shown
before feature



- 6 large metropolitan areas
- Estimated public of 200.000
- 288 distributed tickets

15/08/2014 to 15/09/2014

15" Film displayed in varying schedules



- 122 affiliated broadcasters
- 98.6% of municipalities
- 198.270.597 people

US\$ 100mi in/year in advertisement time donations to social causes

RESULTS

- 27,000 new users on the website and social networks
- 13% returns to the site - a high rate of loyalty
- Significant increase in the interactivity of users

IPG raised nearly US\$50,000 that to be used in existing and new programs

TESTIMONY

Jocely Pinheiro: The most important thing is that ALS is starting to become known in Brazil.

It is a process!

When my dad was diagnosed in 2012 we did not know almost anything here in Ceará about ALS and now it is already more noticeable thanks to the ants work of patients and families and institutions like this. It is a process in which we are all fundamental participants.

THANK YOU

